WHAT IS CLAIMED IS:

1. A method of evaluating marketing campaign data, the data being in the form of database scores, stored procedures, and OLAP multidimensional structures, said method comprising the steps of:

    evaluating models using structures that can segment gains charts to discover where a model is under performing; and

    evaluating models' performance over time and discovering user defined trends.

2. A method according to Claim 1 wherein said step of discovering user defined trends further comprises the step of determining where profitability has been changing over time.

3. A method according to Claim 1 wherein said step of discovering user defined trends further comprises the step of determining where a response rate has been changing over time.

4. A method according to Claim 1 wherein said step of discovering user defined trends further comprises the step of determining where a number of accounts are being closed.

5. A method according to Claim 1 wherein said step of evaluating models is accomplished by creating history structures based on user defined attributes.

6. A method according to Claim 1 wherein said step of discovering user defined trends further comprises the step of analyzing a particular population segment.

7. A method according to Claim 1 wherein said step of evaluating models performance over time and discovering user defined trends further comprises the step of maintaining feedback into a targeting engine to improve subsequent modeling cycles.

8. A method according to Claim 1 wherein said step of discovering user defined trends further comprises the step of using gains charts to illustrate model performance in segments.

9. A system configured to evaluate marketing campaign data, said system comprising:

a customer database further comprising historical campaign results;

a graphical user interface for presentation of trend analysis data; and

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and optimal targeting using models.

10. A system according to Claim 9 further configured to evaluate models that are time based multidimensional On Line Analytical Processing (OLAP) history structures.

11. A system according to Claim 9 further configured to discover user

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defined trends.

12. A system according to Claim 9 further configured to determine where profitability has been changing over time.

13. A system according to Claim 9 further configured to determine where a response rate has been changing over time.

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14. A system according to Claim 9 further configured to determine where a number of accounts are being closed.

15. A system according to Claim 9 further configured to determine propensity of a customer to avail themselves to other products over time.

16. A system according to Claim 9 further configured to check model

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performance of the model based on user defined criteria.

17. A system according to Claim 9 further configured to analyze a particular population segment.

18. A system according to Claim 9 further configured to maintain feedback into a targeting engine to improve subsequent modeling cycles.

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19. A system according to Claim 9 further configured to use gains charts to illustrate customer trends.